



# Town Centre Audit

Newent  
June 2021 to July 2022



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# I. Introduction

Town and City centres are complex places that serve a wide range of people and purposes. The importance of healthy vibrant town centres has been highlighted in recent years. In certain locations, due to the effect of vacant shops and a perception among some that their towns are not providing them with all the services they need or want, there has been found to be a negative impact on people's quality of life.

Town centres, and those who operate in and manage them, have to adapt to changing circumstances as global issues impact on local conditions. Similarly, local authorities are also having to adapt to rapid changes in the fiscal climate and increasingly challenging budgetary constraints.

As with any change process, it is important to be able to measure where we are, monitor progress, learn from others and realistically compare and measure performance. This report aims to record key sets of data/evidence that can be used by those with an active interest in improving the experience and vitality of town centres, so that they in turn provide a healthy sustainable environment for the businesses and communities that depend on them.

The information in this report represents the town's performance for the period June 2021 to July 2022. From March 2020 the United Kingdom was placed under full and partial national lockdowns by the Government, due to the COVID-19 pandemic. These ended in July 2021. The Town Centre Audit Reports during that period reflected on the impact of these restrictions on the High Street and subsequent reports attempt to capture indications of High Street recovery.

## I.1 Successful Town Centres

This report follows the guidelines/suggestions laid out in the '[Successful Town Centres](#) – 'Developing Effective Strategies: Indicators Toolkit'. The document was launched by the Gloucestershire Local Enterprise Partnership in March 2013.

This report presents key findings which can be used to evaluate the effectiveness of Newent town centre. It focuses on key themes such as footfall, vitality and economic characteristics to highlight emerging trends so that strategic actions can be taken to enhance the town centre performance.

The toolkit advises that a number of indicators are assessed. This report monitors the following indicators:

- Footfall
  - Car Parking
  - Retail and Commercial Offer
  - Trader Types
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- Culture and Leisure Offer
  - Events
  - Reported Crime
  - Markets
  - Charity Shops
  - Vacant Shops
  - Town Centre Investment
  - Evening/Night Time Economy

The town centre performance toolkit aims to monitor the performance of the town centre by collecting data on various themes which are reviewed annually, enabling a comparison of town centre performance.

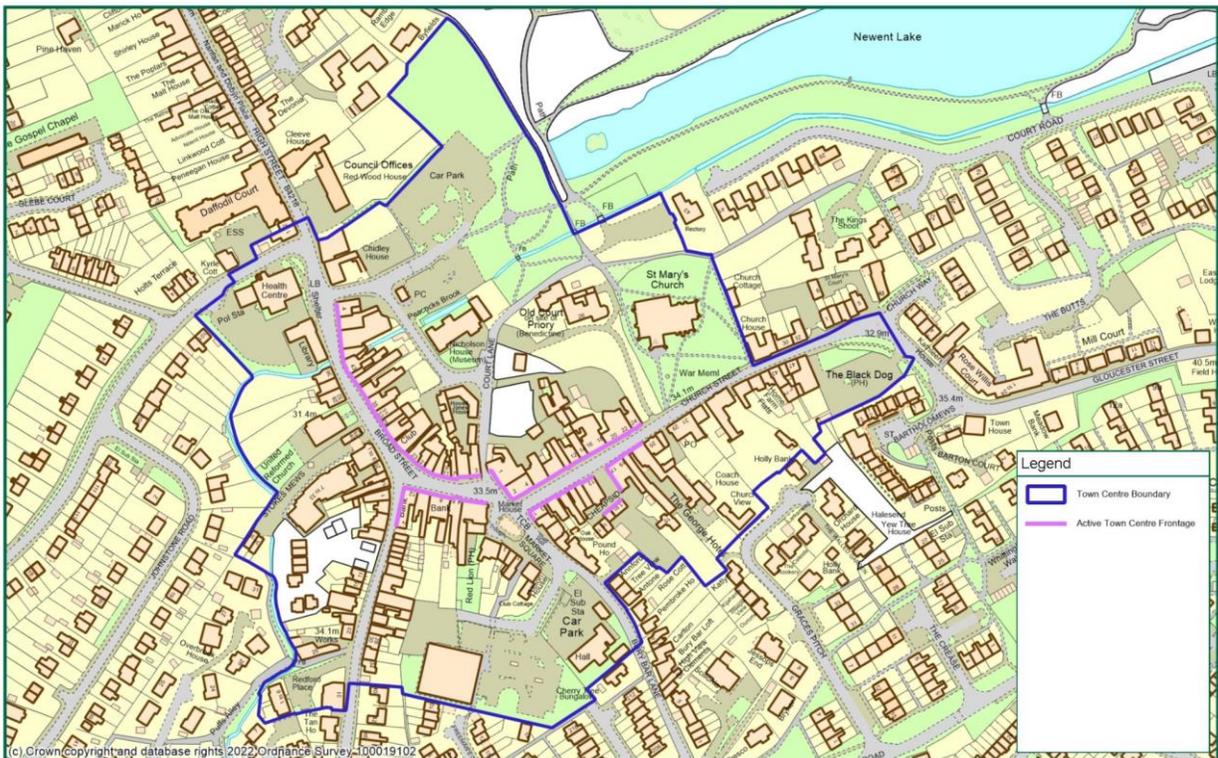
It is suggested that this report be updated on an annual basis to provide a year on year indication of the health and viability of Newent town centre.

It should be noted that the purpose of this document is not to address the future needs of the town centre, but an audit to provide information for annual comparisons. The aim is to provide a range of data sets for the reader to interpret.

## 1.2 Newent Town Centre Boundary

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The designated Town Centre Boundary is shown below (boundary outlined):



### 1.3 People

The usual resident population of Gloucestershire was 645,100 on Census Day, 21st March 2021. The population has increased by more than 48,000 (8.1%) compared with Census Day 2011, when there were 596,984 people in Gloucestershire. The rate of growth in Gloucestershire was higher than nationally, with the population of England and Wales increasing by 6.3% between 2011 and 2021.

The population of the Forest of Dean has increased by 6.1% between 2011 and 2021.

2011 Population	2021 Population	Net Change 2011-2021	% Change 2011-2021
81,961	87,000	5,039	6.1%

At the time of writing this report, the census data was not available for the population of Newent Town. However, calculations by the Office of National Statistics in 2020 expected an annual increase of 1.9% in population since the previous census (2011).

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## 2. Footfall

'Footfall' refers to the number of people walking up and down a given town centre (or single street) regardless of their reasons for doing so. Typical reasons may include shopping, a pleasant stroll, going to work or school/college, to the cinema or for a meal, accessing public services, visiting friends or simply passing through. Footfall is often linked to the level of attractiveness of a location and its ability to satisfy customer and visitor needs and expectations successfully.

The overall aim of obtaining this data is to provide an assessment of who comes to visit the town centre.

### 2.1 2013 to 2020

2.1.1 The information below provides a summary of the 10 minute footfall counts for 2020-2013, 2009, 2008 and 1999. The 10 minute average has been calculated across the whole week (weekday and weekend counts).

2.1.2 It should be noted that different methodology was used to collect data for footfall counts in 1999 and 2008/2009.

2.1.3 The methodology used in used in 2013-2020 is as per the guidance stated in the 'Successful Town Centres – Developing Effective Strategies: Indicators Toolkit'. The methodology stated in this document should be used to repeat the data collection on an annual basis. Data was collected in one location on a Wednesday, Friday and Saturday for 1 hour starting at 10.30. Footfall was recorded for both sides of the street, noting people walking either direction.

2.1.4 The table below shows the results of the footfall counts for each recorded year upto 2020. The 2019-2013 footfall counts were recorded on Wednesday, Friday and Saturday. The 2009 footfall counts were recorded on Monday and Saturday. The 2008 footfall counts were recorded on Wednesday and Saturday. The 1999 counts were recorded on a Friday and Saturday

#### **10 Minute Average Summary Comparisons**

2020	2019	2018	2017	2016	2015	2014	2013	2009	2008	1999
46	56	45	59	51	57	56	57	49	59	56

2.1.5 Due to the Covid-19 pandemic, the 2020 counts were carried out over an extended period of 4 weeks and as such the count data for this year is an average of the 4 week duration.

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2.16 Counts were conducted for an hour and recorded at 10 minute intervals. Counts were taken outside 37 Broad Street.

## 2.2 2021 Onwards

2.2.1 In 2020, funded by ERDF Restarting the High Street funding, Forest of Dean District Council procured new footfall counting software - TownCentre.AI. TownCentre.AI is a platform that provides instant town centre footfall and visitor behaviour insights to Local Government and business improvement districts across the UK.

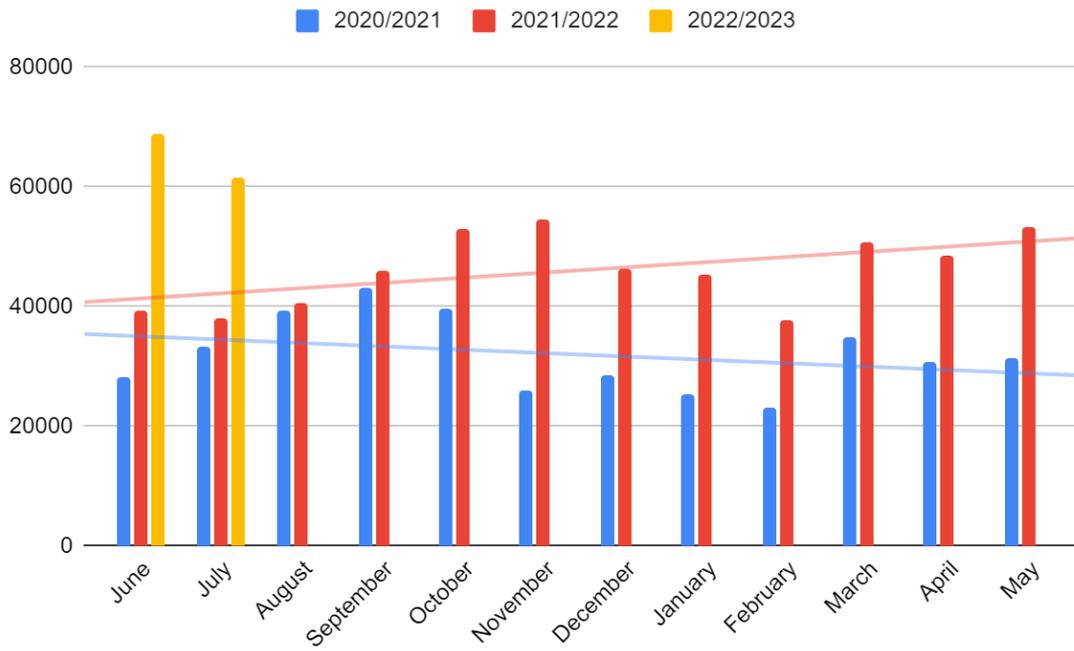
2.2.2 As such the methodology for collecting town footfall data has now changed. Whilst the previous data was collected manually, the following data has been collected by Artificial Intelligence and GPS data. Therefore, it is not possible to compare the new AI data with the manual footfall counts recorded previously. Going forward, the Town Centre Performance Reports will use the new methodology when presenting footfall data.

2.2.3 The following data provides information on the total footfall within Newent town centre boundary during the period of June 2020 to July 2022.

	<b>2020/2021</b>	<b>2021/2022</b>	<b>2022/2023</b>
<b>June</b>	28,123	39,254.00	69,010.00
<b>July</b>	33,387	38,052.00	61,464.00
<b>August</b>	39,215	40,615.00	
<b>September</b>	43,050	45,865.00	
<b>October</b>	39,649	52,846.00	
<b>November</b>	26,100	54,516.00	
<b>December</b>	28,551	46,388.00	
<b>January</b>	25,296	45,340.00	
<b>February</b>	23,063	37,789.00	
<b>March</b>	34,702	50,606.00	
<b>April</b>	30,863	48,468.00	

<b>May</b>	31,209	53,394.00	
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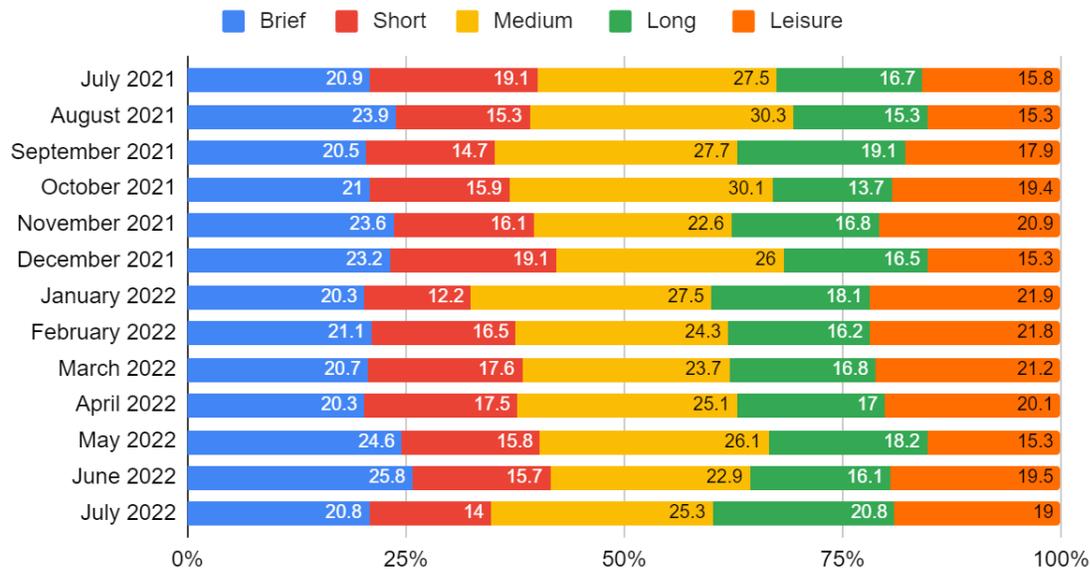
2.2.4. The below graph shows the comparison of the footfall in the market town since June 2020.



2.2.5 The below graph shows the comparison of the length of the visit to the market town for the period of July 2021 to July 2022.



## Visit Lengths



These are defined as:

**Brief** - 6-12 minutes - Drive-through visits

**Short** - 12-20 minutes - Worker lunch breaks, food-to-go

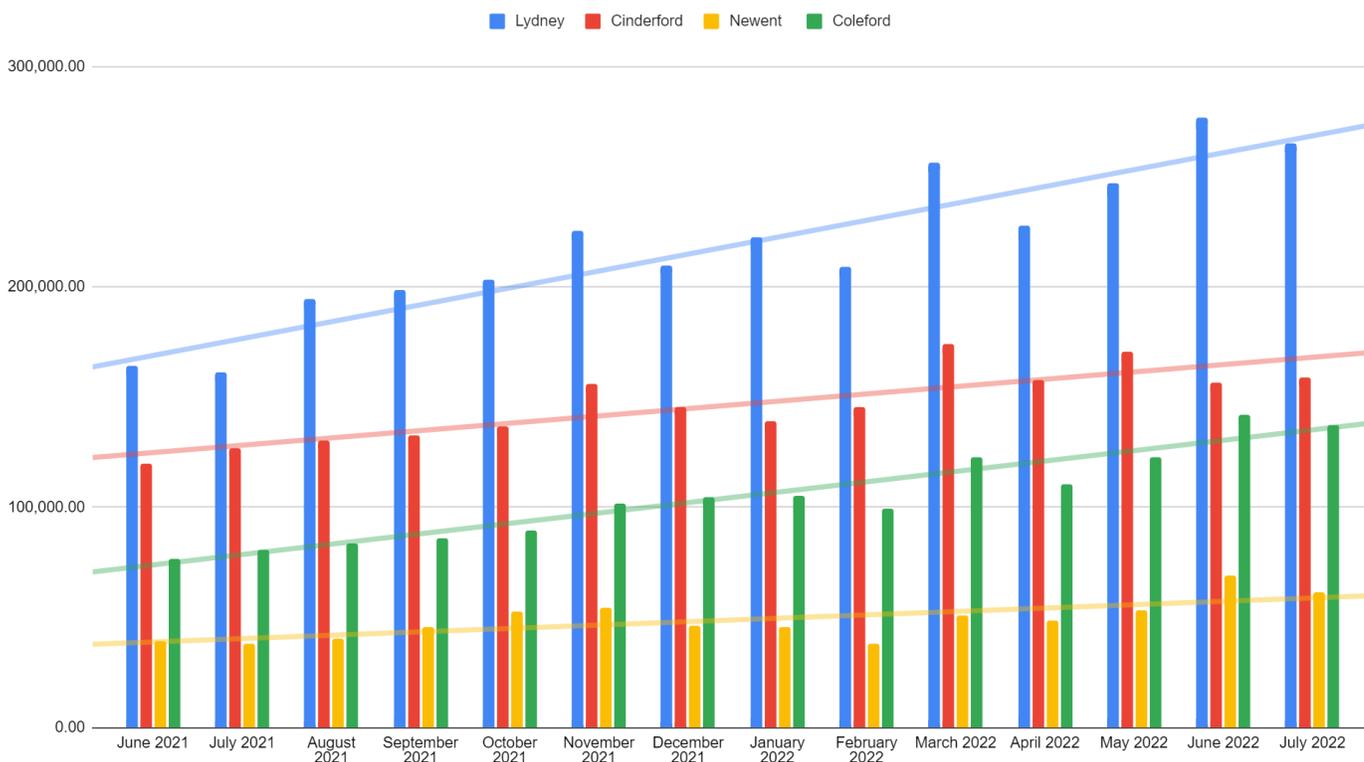
**Medium** - 20-40 minutes - Targeted shopping, grocery

**Long** - 40-60 minutes - Shopper browsing (clothing), big grocery shops

**Leisure** - 60-90 minutes - Longer retail, meals out

2.2.6 The below graph shows the comparison of the four Forest of Dean market towns (Lydney, Cinderford, Newent, Coleford) over the period of June 2021 to July 2022.

## Town Comparison



## 2.3 Car Parking

2.3.1 This indicator refers to the public car parking usage in and around the town centre.

2.3.2 For many people, the possibility of driving into town and parking their car in a safe car park remains a considerable element of convenience-based attractiveness as it grants them a higher sense of perceived comfort and independence. Many retailers and high street businesses would tend to agree with this and, in some cases, would prefer for their customers to be able to park near their shop or outlet for ease of access.

2.3.3 Parking plays a significant role in mobility, access and the economic development of a town centre. The town centre car parking market has increased in importance as the market for cars has grown. Cars have become a fundamental element of journey mobility and in consequence parking has followed suit.

2.3.4 Car parking has always been important in regard to mobility, since it's a fundamental element in achieving a high level of accessibility. Many businesses and towns centre see an adequate supply of parking, especially for visitors, as crucial for their competitive growth, yet at the same time, parking is and will remain as the most powerful means of traffic restraint available.

2.3.5 Measuring and monitoring the level of car park usage, along with footfall contribute to a dynamic picture of activity levels in the town centre. Over time, this data can provide the basis of a comparison between actual perceived variances of activity and the impact of initiatives like events, special offers and the arrival or departure of high profile businesses.

2.3.6 The Forest of Dean District Council Cabinet made the decision to implement car parking charges in September 2011, with charging commencing on 1 July 2012.

2.3.7 Car parking charges were increased by Forest of Dean District Council in October 2019 which came into effect in June 2020 (they were due to be implemented in April 2020, however this was delayed due to Covid-19).

2.3.8 The table below shows the recorded monthly figures for tickets purchased within the period of June 2021 to June 2022.

		Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
<b>Newent</b>	<b>Lewell Street</b>	2975	2774	2936	3004	2976	2976	3104	2400	2670	3559	2806	2368	3848

2.3.9 Based on a monthly recording for Lewall Street car park, the average ticket sales for Newent between last year's report and this year has increased.

### 3. Diversity and Vitality of Place

The overall aim of this theme is to provide an assessment of the actual offer of the town centre and its diversity taking an all-inclusive approach that includes daytime, evening and night time economies.

The approach does not differentiate here between the public and private sectors as it is interpreted that both contribute to the provision of services, products and an overall experience for town centre visitors to enjoy and keep coming back to. This theme does not monitor consumer demand, expectations or their perceptions of the offer provided by the town centre.

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The 'Diversity and Vitality of Place' section covers the following key items; Retail and Commercial Offer, Trader Types, Culture and Leisure Offer, Events, Reported Crime and Markets.

### 3.1 Retail and Commercial Offer

3.1.1 This indicator keeps track of the range and variety of retail goods and services offered in the town centre, measured as the change in the number of businesses in each category over a 12 month period.

3.1.2 In order to remain competitive, town centres need to ensure they provide a level of offer that matches the demand of their current (or intended) visitors and consumers.

3.1.3 This indicator is often linked to footfall and levels of business as well as visitor satisfaction. It can also be used (in conjunction with other indicators) to monitor the balance and relationship between the area's daytime and night time/evening economies.

3.1.4 The retail and commercial offer is broken down into Use Class Orders.

3.1.5 On 1 September 2020 the Use Classes Order of 1987 was amended. Please refer to appendix 2.

3.1.6 It should be noted that the number of units recorded sometimes differ between each year. This may be as a result of the division of shop units, vacancies, or very slight variations on the area assessed.

3.1.7 Newent Use Class Breakdown 2020 to 2022:

<b>Use Class</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
E	67	69	67
F.1	3	3	4
F.2	0	0	1
Sui Generis	10	10	10
<b>Total Occupied Units</b>	<b>80</b>	<b>82</b>	<b>82</b>

### 3.2 Trader Type

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3.2.1 The vitality of a town centre depends highly on the quality and variety of retailers represented. National retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town.

3.2.2 The character and profile of a town often also depends on the variety and mix of independent shops that can give a town a 'unique selling point' and help distinguish it from other competing centres.

3.2.3 Data collected by TownCentre.AI provides a breakdown of National Chain providers versus the independent stores within each of the town centres. The National Chains are indicated below:

<b>Chain</b>	<b>Category</b>	<b>Subcategory</b>
B&M	Store	Variety
Betfred	Leisure	Betting Shop
Bonmarche	Store	Clothing
Boots	Medical Organisation	Pharmacy
Cancer Research	Charity	Charity Store
COOP	Store	Grocery
Coventry Building Society	Financial Service	Bank or Credit Union
Greggs	Food Establishment	Food to Go
Lidl	Store	Grocery
Lloyds Bank	Financial Service	Bank or Credit Union
Tesco Express	Store	Grocery
Tesco Superstore	Store	Grocery
The Original Factory Shop	Store	Variety
TSB	Financial Service	Bank or Credit Union
William Hill	Leisure	Betting Shop

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3.2.4 Newent Town Centre features 1 of these national chains out of 82 occupied units

### 3.3 Culture and Leisure Offer

3.3.1 This indicator captures the variety of leisure related services offered in the town centre, including publicly supported services such as swimming pools and theatres.

3.3.2 Interaction with other people, cultural activities and a bit of enjoyment not related to a 'to do/buy' lists are some of the many reasons why people come to town centres.

3.3.3 This indicator captures this characteristic of town centre activity.

3.3.4 The following provides an indication of the cultural and leisure offer within Newent town centre for 2022.

Facility	2022
Museums	0
Art Galleries	1
Art Centre	0
Take Away	6
Restaurants and Cafés	5
Swimming Pools	0 (1 within walking distance of the town centre)
Gyms	0 (1 within walking distance of the town centre)
Cinemas	0
Theatres	0
Community Halls	1 (1 within walking distance of the town centre)
Parks/Gardens	1
Games Arcade	0
Other Specialist Outlets	2 (Library & Chill Out Zone)

### 3.4 Events

3.4.1. This indicator keeps track of the number of events held in the town centre public realm, measured using local authority's data of event licences awarded over a 12-month period and those held in town centre venues that have a significant impact on footfall.

3.4.2 Events and festivals are a major reason for people to come to town centres. A diverse event offer can be a major source of attraction for visitors as well as local residents, particularly if these events take

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place throughout the year and are aimed at different audiences (e.g. cultural tourists, business tourists, young people, children, families, ethnic minorities).

3.4.3 Events can make a significant contribution to the local economy and foster a stronger sense of community among residents, promoting pride of place and inclusiveness.

3.4.4 Typically, events may range from small carnivals or fairs, to major cultural festivals, conferences.

3.4.5 Licensed events in Newent over the past year are as follows (date shown is when application was made).

**F/21/00354/PTENL** Recreation Ground, Watery Lane, Newent, Gloucestershire, GL18 IQA  
04.09.2021 Sale of alcohol at rugby match

**F/21/00394/PTEN** Market Square, Newent, Gloucestershire  
20.11.2021 Entertainment at Christmas Lights switch-on.

**F/21/00399/PTEN** Market Square, Newent, Gloucestershire  
20.11.2021 Christmas Lights switch on with entertainment

**F/21/00510/PTEN** Recreation Ground, Watery Lane, Newent, Gloucestershire, GL18 IQA  
27.11.2021 Rugby Game

**F/21/00511/PTEN** Recreation Ground, Watery Lane, Newent, Gloucestershire, GL18 IQA  
11.12.2021 Sale of alcohol at Rugby Game

## 3.5 Reported Crime

3.5.1 This indicator monitors the number of reported incidents of crimes in a range of categories in the town centre.

3.5.2 In some cases, fear of crime can act as a deterrent for people not to visit a town centre, particularly in the evenings and at night. Yet, as powerful as perceptions can be in influencing people's behaviour, they are not always directly related to reality.

3.5.3 This indicator will allow its users to contrast these perceptions (captured in the "crime and safety perceptions" indicator) with actual reported crime statistics.

3.5.4 It is important to note that the data included within this section act as an indicator.

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3.5.5 The data provides information on reported crime within Newent Town Centre from June 2021 - June 2022.

	Jun 21	July 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22
<b>Violence and Sexual Offences</b>	2	9	3	4	6	1	3	7		1	8	6	6
<b>Anti-Social Behaviour</b>	3	7	2	3		2	4	3	4	2	1	-	2
<b>Criminal Damage and Arson</b>	-	-	1	2	1	1	-	-	-	1	-	-	-
<b>Vehicle Crime</b>	-	-	-	-	-	-	-	-	-	1	-	-	-
<b>Burglary</b>	-	-	-	-	1	-	-	-	1	-	3	-	-
<b>Other Theft</b>	-	-	-	-	-	1	-	-	-	-	1	3	-
<b>Drugs</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Robbery</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Shoplifting</b>	1	2	-	-	-	-	-	3	2	3	-	1	-
<b>Other Crime</b>	-	2	-	3	-	-	-	1	1	1	1	-	1
<b>Public Disorder</b>	1	2	-	1	2	2	-	-	1	3	-	2	3
<b>Theft from a Person</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Possession of a Weapon</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>7</b>	<b>22</b>	<b>6</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>14</b>	<b>9</b>	<b>12</b>	<b>14</b>	<b>12</b>	<b>12</b>

3.5.6 This data is taken from the police UK [website](#). Further information on the crimes committed and the status of the investigations into them can be accessed using the website. Users can select the geographical area they are interested in, click on **Explore the Crime Map** and then search by Type of Crime, Month Reported and more.

## 3.6 Markets

3.6.1 This indicator monitors the existence of regular markets in the town centre.

3.6.2 Markets, like events, can be a major motivating factor for people to come to a town centre. The presence of a regular traditional market can add diversity to the retail offer of a town centre and can act as a catalyst for other more specialist markets to come to the area, including farmers' markets, artisan markets, continental markets, Christmas markets, night markets, etc.

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3.6.3 All of this can contribute to the area's diversity of offer, satisfy a wider range of needs and attract local residents as well as visitors from a growing catchment area.

3.6.4 The National Market Trade Federation has no record of any Markets being held in Newent. It should however be noted that currently there is a sole market trader selling a wide range of items in the Market House on a Thursday and a Farmers Market on a Friday morning at the Memorial Hall. However, due to the COVID-19 pandemic these markets were cancelled from March 2020. The market at the Market House returned to trading on 4 June 2020. However, the Farmers Market is not set to return until 2021.

## 4. Economic Characteristics

The overall aim in this theme is to provide users with an assessment of static and dynamic elements linked to the economic performance of a town centre. Some of the more 'static' elements, which in turn may influence perceptions, will include changes in the number of charity shops or vacant retail units.

### 4.1 Charity Shops

4.1.1. This indicator monitors yearly changes in the number of charity shops in a town centre.

4.1.2 Over the last fifteen years, the proliferation of charity shops in town centres may have been interpreted in certain circles as a sign of decline. On the other hand, charity shops fill an important gap in the retail offer of any town centre, not just in towns and cities with more modest income catchment areas and/ or ageing demographics.

4.1.3 Charity shops provide a valuable reuse and recycling function, reducing the volume of waste going to landfill and bringing in valuable income for worthy causes. Charity shops are cutting across social and demographic boundaries in attracting customers, providing affordable and specialist items.

4.1.4 Regardless of how the existence of charity shops is interpreted, their growth or decline impacts on perceptions and forms an important element in the monitoring of the economic performance of any town centre.

4.1.5 This indicator alone can act as a barometer for the impact of strategic decisions on the daytime economy of a town centre.

4.1.6 The information below details the number of charity shops within the town centre for 2022 and previous years.

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2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2008
3	3	3	4	3	3	3	3	3	3	4

2022	2021
Shambles Charity Shop, 22 Church Road	Shambles Charity Shop, 22 Church Road
New Start Cat Rescue Charity, 11 Church Street	New Start Cat Rescue Charity, 11 Church Street
Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street	Great Oaks Dean Forest Hospice Charity Shop, 39 Broad Street

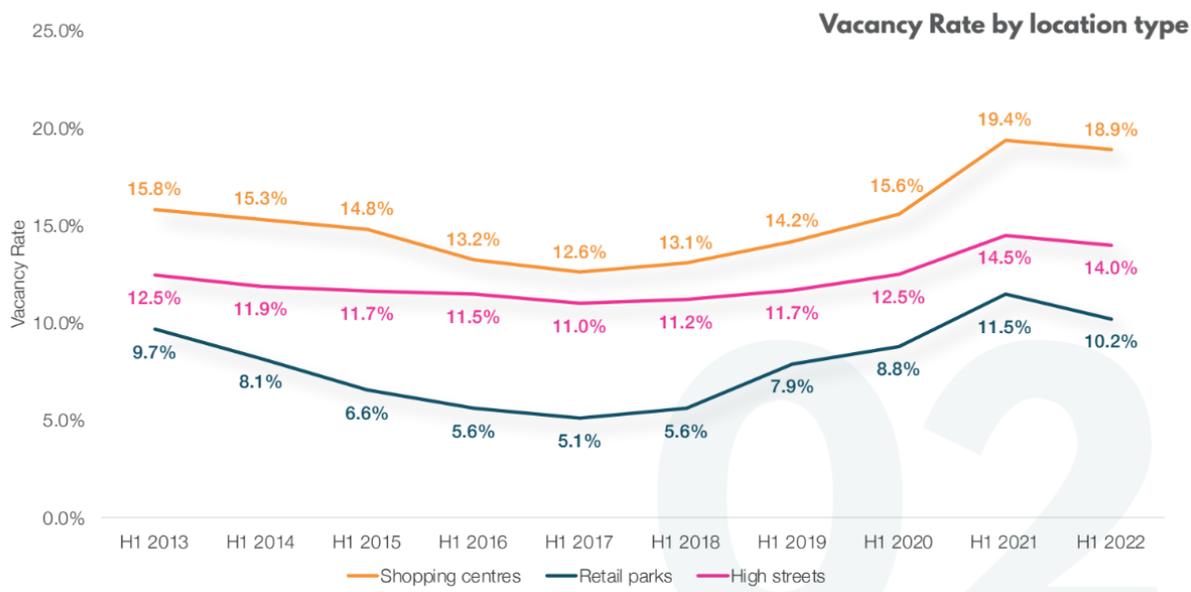
4.1.7 Nationally, some traders report concerns about the proportion of new goods on sale in charity shops. As charities are able to claim up to 80% discount on their business rates, this could be interpreted as unfair competition.

## 4.2 Vacancy

4.2.1 This indicator monitors changes in a town centre's vacant retail units. An increase in vacant retail units in town centres has traditionally been linked to economic decline both locally and nationally.

4.2.2 On the other hand, this could also be interpreted as a temporary opportunity for the town centre to strategically re-balance its visitor offer, and for culture and leisure-related outlets and community services to gain more of a foothold in the town centre.

4.2.3 The graph below shows the national changes in vacancy rates for High Street, Shopping Centre and Retail Parks since 2013 as reported by the [Local Data Company](#).



4.2.4 Regardless of how vacant retail units are interpreted, their growth or decline forms an important element in the monitoring of the economic performance of any town centre.

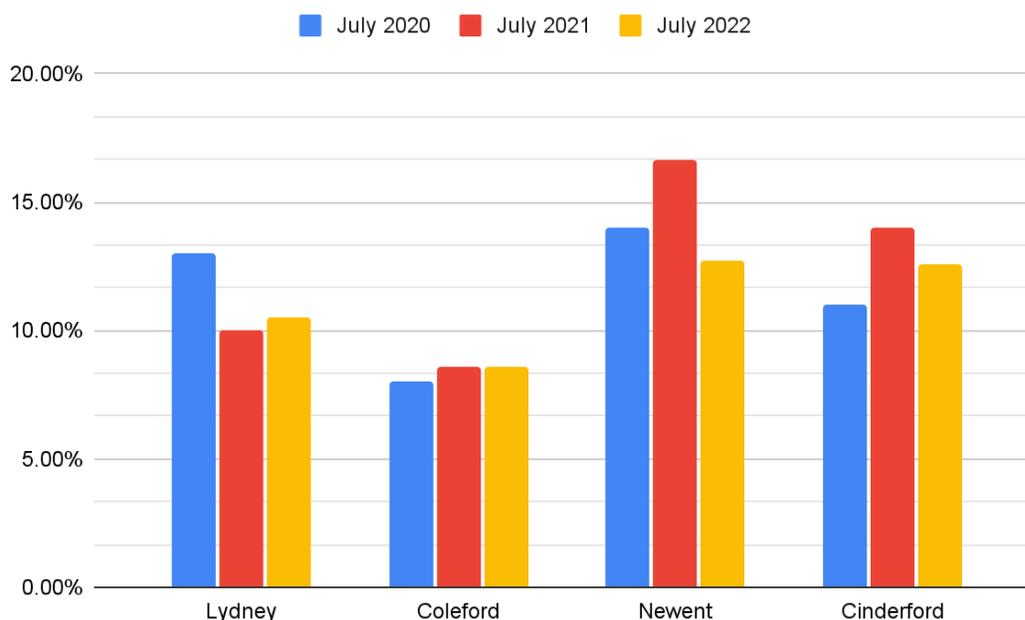
#### Newent Vacant Units 2022

Vacant Unit Quantity	Units Surveyed	%
12	94	12.8%

#### List of Empty Units

- 8 Broad Street
- 35 Broad Street
- 21A Broad Street
- 5A Broad Street
- 5 Church Street
- Shambles Retail Village Church Street
- The Shambles Village Church Street
- 1 Market Square
- Harwood House Market Square

4.2.5 The below graph shows the comparison of vacancy rate in each of the Market Towns over a 3 year period (July 2020 to July 2022):



## 4.3 Town Centre Investment

4.3.1 This indicator monitors evidence of public realm improvements and the level of investment from both the private and public sectors within the town centre of Newent.

4.3.2 The growth of online shopping, rising business rates, and other economic challenges has resulted in many areas with struggling town centres that either have become stagnated or in decline.

4.3.3 In order to revitalise town centres, local authorities must think afresh about the role of the high street and what it provides for local communities. Incorporating new homes, alongside renewed retail, commercial and leisure space can play a key role in building a walking catchment population that can sustain the towns uses more effectively. Proactively leading investment in town centres, through the acquisition and re-purposing of assets such as initiating event programmes and investing in the public realm are crucial ways of creating confidence in places and the right conditions to rejuvenate a town centre.

## 4.4 Evening and Night Time Economy

4.4.1 This indicator monitors evidence of active management of the evening and night time economies in the town centre.

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4.4.2 The majority of town and city centres (or at least parts of them) do not go to sleep after the last shop closes for the day. They often have evening and night time economies too, which may vary in size and character from one location to another.

4.4.3 In some areas, this part of the economy forms a crucial part of the service offer.

4.4.4 In many cases, the town centre attracts a completely different demographic of customers in the evening to those who visit the high street during the day time.

4.4.5 It is also worth distinguishing between the evening consumers (5-8 pm often referred to as the 'shoulder period') and the late night consumer, as each can have quite different demographics.

4.4.6 Evidence is building to support the collective and active management of town centres after dark to increase visitor confidence, improve perceptions, prevent crime and disorder, and provide a healthy trading environment for a range of businesses and providers who operate at night.

4.4.7 This indicator enables users to monitor how effectively the evening and night time economies are managed (if they are managed at all) in a town centre.

4.4.8 The retail pathfinder toolkit advises that the Purple Flag recognition system is used. Purple flag is the accreditation scheme that recognises excellence in the management of town and city centres at night. Entertainment areas that achieve the standard will be those that can offer a better night out to visitors. Purple flag aims to raise the standards and improve the quality of towns and cities at night.

4.4.9 Newent town centre is not accredited as a purple flag location.

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## 5. Conclusion

### 5.1 People and Footfall

The footfall data shows a clear indication of how the highstreet is recovering from the national restrictions imposed during the Covid-19 pandemic. [2.2.3](#) shows a clear indication of the rate at which the footfall returned to the highstreet following these restrictions which ended in July 2021.

Both the data shown in [2.2.3](#) and within the graph in [2.2.4](#) shows a small increase in footfall period June 2021 to May 2022, with more of a significant increase in June and July 2022. The graph in [2.2.5](#) shows that the most common visit length for the highstreet was between 20-40 minutes indicating the main use of the highstreet was targeted shopping. This is a trend that is consistent throughout the 4 Forest of Dean market towns. However, Newent Town Centre holds a higher percentage of brief visits (Drive-through visits) than the other 3 Market Towns, equating to only an average 4% difference between the brief and median visits.

The comparison shown in [2.2.6](#) shows the footfall in all of the 4 Forest of Dean market towns. During the reported period Newent has the lowest footfall numbers across the District.

Based on a monthly recording for Lewall Street car park, the average ticket sales for Newent between June 2021 and June 2022 has increased on last year.

### 5.2 Diversity and Vitality of Place

The town centre's retail and commercial offer has changed since 1999 and this is consistent with national trends and the variety of ways consumers choose to shop, providing a level of resilience for the town of Newent. We have compared 2021 & 2022 data and the results are very similar with very few variations.

As indicated in [3.2.4](#) Newent highstreet retained a strong presence of independent and non national chain retailers, which is less than 1% of national chains on the highstreet. This is the lowest percentage across the district.

Four licensed events took place over the past year, which is an increase from the previous year.

The number of reported crimes remains similar to last year with only minor variations within each of the different categories of crime. Violence and sexual offences and Anti-Social Behaviour are the most common types of crime. There was a slight increase in crime in July 2022. The average number of crimes per month was 10.5.

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## 5.3 Economic Characteristics

The vacancy rate for 2021/22 has decreased from the previous year with 12 vacant commercial units (at the time of the audit) compared to 16 in the previous period. This equates to a 12.8% vacancy rate which is below the National High Streets Vacancy figure of 14% (source: Local Data Company).

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# Appendix I

## 6. Use Class List 2022

No/Name	Address	Service	Use Class
1	Broad Street	SPAR	E
4	Broad Street	Crusty Loaf	E
7	Broad Street	The Card Shop	E
8	Broad Street	Vacant	Vacant
10	Broad Street	Easy Living Solutions Ltd	E
12	Broad Street	RAFT	E
13	Broad Street	Flowercraft Florist	E
14	Broad Street	The Tudor Fish and Chip Shop	Sui Generis
15	Broad Street	Newent Pilates	E
16	Broad Street	Smiths of Newent Estate Agents	E
19	Broad Street	Day Lewis Pharmacy	E
23	Broad Street	Country Corner Clothes	E
29	Broad Street	Smith's Funeral Services	E
34	Broad Street	Ingrams	E
	Broad Street	The Newent Tandoori	Sui Generis
35	Broad Street	Vacant	Vacant
36	Broad Street	The Chillout Zone	E
39	Broad Street	Great Oaks Dean Forest Hospice Charity Shop	E
43	Broad Street	Kam Wah Chinese Takeaway	Sui Generis
10A	Broad Street	VIP Nails	E
1A	Broad Street	Cut Above	E
21A	Broad Street	Vacant	Vacant
23A	Broad Street	Newent Circle Club	E

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<b>No/Name</b>	<b>Address</b>	<b>Service</b>	<b>Use Class</b>
27A	Broad Street	Premier Express Convenience Store	E
27B	Broad Street	Snippets Hair	E
32A	Broad Street	GMT Computing	E
32B	Broad Street	Broadys Hair & Beauty	E
37A	Broad Street	The Artisan Butchery	E
5A	Broad Street	Vacant	Vacant
Library	Broad Street	Library	F.I
The Red Lion	Broad Street	Bar & Kitchen	E
Memorial Hall	Bury Bar Lane	Memorial Hall	F.I
1	Church Street	Newent Kebab & Pizza	Sui Generis
2	Church Street	Gooch Sports	E
3	Church Street	Bombay Kitchen	Sui Generis
5	Church Street	Vacant	Vacant
6	Church Street	Seymour News	E
7	Church Street	Cobblers Small Pub	Sui Generis
8	Church Street	The Patchwork Basket	E
9	Church Street	Manna Creative Gifts	E
10	Church Street	the runcible spoon	E
11	Church Street	New Start Cat Rescue	E
12	Church Street	Ideal Carpets	E
17	Church Street	Newent Barbers Shop	E
18	Church Street	Errol's Courtyard Café	E
19	Church Street	Jilling's Antique Clocks	E
21	Church Street	Newent Hair and Beauty	E
22	Church Street	Shambles Charity Shop	E
24	Church Street	dfega solicitors	E
47	Church Street	Time Hairdressing	E
13A	Church Street	Sizzling Wok Chinese Takeaway	Sui Generis
13B	Church Street	AJ Barbers	E
14/16	Church Street	The Stock Exchange – Clothes/bags	E

<b>No/Name</b>	<b>Address</b>	<b>Service</b>	<b>Use Class</b>
16/18	Church Street	Errol's Courtyard Café	E
29/30	Church Street	Post Office	E
George Hotel	Church Street	Pub/Hotel	Sui Generis
Shambles Retail Village	Church Street	Old Nicks Tattoo and Art Studio	Sui Generis
Shambles Retail Village	Church Street	Blonde Hair Design & Colour	E
Shambles Retail Village	Church Street	Vacant	Vacant
Shambles Retail Village	Church Street	Newent Dog Spa	E
Shambles Retail Village	Church Street	Vacant	Vacant
Shambles Retail Village	Church Street	Mayo Property Management	E
Shambles Retail Village	Church Street	Boutique No. 8	E
Shambles Retail Village	Church Street	Wellness Barn	E
Shambles Retail Village	Church Street	Vacant	Vacant
Shambles Retail Village	Church Street	Museum of board games	F.I
Shambles Retail Village	Church Street	Vacant	Vacant
St Mary's Church	Church Street	Church	E
The Black Dog	Church Street	The Black Dog	Sui Generis
The Shambles Village	Church Street	Vacant	Vacant
The Shambles Village	Church Street	The Secret Gallery	F.I
2	Court Lane	Total Design Ltd Architects	E

<b>No/Name</b>	<b>Address</b>	<b>Service</b>	<b>Use Class</b>
3	Court Lane	Redz Health & Beauty	E
4	Court Lane	NDC Dental Care	E
5	Court Lane	Redz Hairdressing	E
3	Broad Street	Ashton and Daniel Optometrist	E
1	Culver Street	Buttery Tea Rooms	E
20	Culver Street	Perpetua Print and Design	E
25	Culver Street	Newent Blacksmiths Markeys & Sons	E
The Old Chapel	Culver Street	Smiths of Newent Antiques Auctions	E
1	High Street	Naylor Powell Estate Agents	E
3	High Street	G.D. Parker DIY Supplies and Hardware	E
4A	High Street	Coventry Building Society	E
4B	High Street	Steve Gooch Estate Agents	E
Good News Centre	High Street	Glebe Chapel Community Centre	F2
Lewell House	High Street	Nico's Hair	E
Manchester House	High Street	The Co-operative Food	E
The Golden Combe	High Street	Nerds Barbers	E
1	Market Square	Vacant	Vacant
	Market Square	Vacant	Vacant
Harwood House	Market Square	Bookstear Tailoring	E
Newent Town Hall	Market Square	Town Hall	E
Wyedean Healthfoods	Market Square	Wyedean Healthfoods	E
Holts Health Centre	Watery Lane	Health Centre	E

# Appendix 2

## 7. Use Class Order

The changes amend the Use Classes Order 1987 and took effect on 1 September 2020. This is a guide to the changes in the various Use Classes and the unit types that they represent:

<b>Use</b>	<b>Old Use Class</b>	<b>New Use Class</b>
Shops	A1	E
Financial and Professional Services	A2	E
Food and Drink	A3	E
Business (office, research and development, light industrial process)	B1	E
Non-residential Institutions (medical or health services, creches, day nurseries and centres)	D1	E
Assembly and Leisure (indoor sport, recreation or fitness, gyms)	D2	E
Non-Residential Institutions (education, art gallery, museum, public library, public exhibition hall, places of worship, law courts)	D1	F1
Shops no larger than 280m <sup>2</sup> (selling mostly essential goods and at least 1km from other similar shops)	A1	F2
Community Hall, outdoor sport/recreation, indoor or outdoor swimming pool, skating rink	A1	F2
Public House, wine bar, drinking establishments	A4	Sui Generis
Hot Food Takeaway	A5	Sui Generis
Cinema, Concert Hall, Bingo Hall, Dance Hall, Live Music Venue	D2	Sui Generis